Sangeetha Gomatam

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Experience

Sept '18 - Present

Interaction Designer . Fort Myers

Redesigning the Fort Myers city website navigation to foster an engaged citizenry. Using data-driven methods to identify user needs, conducted heuristic evaluations, card sorts, and task-scenarios evaluations improve the current navigation.

Sept '18 - Present

User researcher . Detroit Institute of Arts

Conducted comprehensive interviews with museum staff members to uncover issues with event management and scheduling. Created affinity walls to distill meaningful findings. Presented recommendations to improve communication between the museum departments.

Sept '18 - Present

Instructional Aide . University of Michigan

Assisted the professor with grading, proctoring and reviewing teaching material for Django and SQL

May '16 - Aug '18

Developer . Everest Networks

Part of a 3 member team that developed the Wireless Management System from scratch. Designed and developed - Dashboard with interactive visualizations to track network performance, Access Points software upgrades and configuration, Events Analytics, User-defined alerts and User on-boarding.

Projects

May '18 - Jul '18

Ditti . Reading buddy

Employed user-generated twitter recommendations to make the reading experience collaborative and relevant. Used the crazy-8s method to ideate on focus 'Point of View' statements and refine solutions. Iterated on prototypes based on feedback from usability tests.

Mar '18 - Apr '18

Spotifybot . Music Sharing

Designed a new social feature (SpotifyBot) that integrates Spotify and Whatsapp to encourage real-time music sharing and make Spotify accessible to the Indian audience. Created Task scenarios and affinity maps to analyze usability test results

Sept '17 - Jan '18

Mirror . Clothing

Conceptualized and designed an e-commerce application platform for a clothing store. Used real photos, mood boards, and proposed an improved bag system to inspire shoppers and enrich the online shopping experience. Utilized card sorts to design the information architecture.

Education

Aug '20

University of Michigan, School of Information
Master's in Information Science (Human Computer Interaction)

Jul '15

B. M. S Institute of Technology
Bachelor of Engineering in Computer Science and Engineering

Skills

Contextual Inquiry	Sketching	Sketch	Angular.js	HTML
Competitive Analysis	Empathy Maps	Illustrator	D3.js	CSS
Affinity Maps	Task & Userflows	Photoshop	Node.js	Javascript
Usability Testing	Storyboarding	InVision	MongoDB	Bootstrap
	Wireframing	Balsamiq	Python	JQuery
	Prototyping			